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Success Dahlia Gardens

1931

U. S. DEPT. OF AGRICULTURE
REGISTERED
* JAN 31 1931 *
U. S. Department of Agriculture



EAGLE ROCK FANTASY

(See page 5)

171 FERRY ST

LAWRENCE, MASS

GENERAL INFORMATION

TERMS: Remittance with order on or before shipment. Retail orders are delivered prepaid. Please remit by bank draft, Post Office Order, or registered mail. No stock sent C. O. D. unless 50 per cent of purchase price accompanies order. Remit by Postal Money Order from Canada or other foreign countries.

ORDER EARLY and avoid disappointment should the variety desired be sold out. Orders are filled in rotation as received. If for any reason we are unable to fill an order complete we will assume no responsibility in excess of purchase price of stock we are unable to fill order on.

SHIPPING: We begin shipping tubers about April 15th unless otherwise desired. Green plants are shipped from May 15th to June 15th.

SUBSTITUTION: We never substitute without permission, but suggest you mention a second choice.

CULTURE: Complete instructions for growing Dahlias will be sent with each order.

GUARANTEE: All stock is guaranteed to be true to name and in growing condition upon arrival. If for any reason it is found otherwise please return at once and we will cheerfully replace or refund purchase price if requested to do so.

GREEN PLANTS: Our green plants are all base cuttings, which make stocky, well-rooted plants that will grow and produce fine blooms and make good clean tubers. Our plants are grown in a specially built green house for this purpose. They are grown under moderate heat, and at the proper time are hardened off in cold frames. We have shipped green plants to California and they arrived in fine condition.

COMMERCIAL GROWERS: We cater to a high class retail trade, but we will allow the usual trade discount on our own introductions and on other varieties where our stock will permit, except where prices are net. Write for discount mentioning varieties wanted. We grow many varieties not listed.

SPECIAL BARGAINS: Collections of 6 named varieties \$5.00 and \$10.00. Our selection, all different large blooming kind.

ABBREVIATIONS: C., Cactus; H. C., Hybrid Cactus; D., Decorative; P., Peony-flowered; I. Dec., Informal Decorative; F. Dec., Formal Decorative; S. C., Semi-Cactus.

NOTICE: This list cancels all previous prices.

A MESSAGE TO OUR FRIENDS

We are confident that no other growers or originators are offering a more attractive list of new creations as you will find in this catalogue. We do not claim to introduce all the good Dahlias, but we do claim to have introduced the largest Dahlias that the world has ever seen. Our introductions have won more high honors in the show room throughout the world than Dahlias from any other source. Mr. J. J. Broomall is considered the most outstanding originator in the Dahlia world, and he is often referred to as the dean of all growers. He is now devoting his entire time to developing new and better Dahlias for us to introduce. This last season our new creations again won more prizes for the "Largest and Most Perfect Bloom" and the Best Dahlia in the show than Dahlias from any other originator. Many of our old timers, such as "Marian Broomall" won the prize for the Best Dahlia in the 1930 show at a large Pacific Coast exhibition, but this was not unusual, as it had accomplished this often before. You all know what our "Margaret E. Broomall" did at the great National Flower Show at Atlantic City last

September. It was the sensation of the whole exhibition, winning the highest honors competing against some of the world's best originators and growers and our "Eagle Rock Wonder" did the same thing at several shows. We cannot believe that it is all luck for any originator to continue year after year to produce the best in Dahlias, and it seems that Mr. Broomall is working along very definite lines in his Dahlia breeding, eliminating the undependable hit-and-miss methods of producing Dahlias that are better. Hundreds of growers are now selling Dahlia seed, but Mr. Broomall finds it difficult to produce enough of the right kind of seed to fill his own wants and would not part with a single seed at any price. We therefore think that no other grower is releasing any better Dahlias than we are in a position to offer each year and you will find our Broomall-Success originations and the Ballay gardens will be winning the highest honors in the show rooms in 1931. If you want the best do not experiment but purchase your stock from producers of the best which are needed to capture that major prize in any show. We can help you win.



CHARLES G. REED
PROPRIETOR, SUCCESS DAHLIA GARDENS

Our Greetings for 1931

AT this season of the year, in extending our warmest greetings, we wish also to thank you for your growing and generous patronage. We pledge ourselves throughout the coming season to maintain that same high standard of quality and service which has in the past earned your confidence, and for which you have expressed your appreciation by a constantly increasing volume of business.

To the New Comers and Prospective Customers:

We respectfully solicit your valued patronage and assure you that we shall give any order you may place with us our personal attention. We feel confident that you will be pleased with our cheerfulness in having the privilege of serving you. A trial order will convince you our stock, service and business method is such that it will win your warm approval.

Sincerely yours,
CHARLES G. REED, Proprietor.

J. J. BROOMALL'S MESSAGE

A Message to My Friends:

Quite a number of my friends and former customers not understanding why they failed to receive my catalogue last year, I feel that an explanation will be in order. Owing to failing eyesight and inability to properly attend to my rapidly growing Dahlia business, I disposed of my mail-order business to Mr. Charles G. Reed of the Success Dahlia Gardens, Lawrence, Mass.

All requests for catalogues and information in regard to prices, etc., should be addressed to the Success Dahlia Gardens, Lawrence, Mass., as I have retired from the mail-order business and will issue no more catalogues.

I want to thank my friends for the many favors I have received in the past, and to assure them that they will receive the same careful attention from Mr. Reed as I have endeavored to give in previous years.

I expect to continue my work at the Eagle Rock Dahlia Farm in my efforts to improve the Dahlia, and Mr. Reed will have the sole right of introducing the new varieties that I hope to be able to develop.

Sincerely and gratefully yours,
J. J. BROOMALL.

BROOMALL-SUCCESS CELEBRATED ORIGINATIONS FOR 1931

We take pleasure in presenting the following originations of that master, J. J. Broomall, who has contributed so many rich originations to the Dahlia loving public. Mr. Broomall considers these new creations are of the same high standard of perfection as his former introductions.

BROOMALL-SUCCESS 1930-1931 INTRODUCTIONS

EAGLE ROCK WONDER (S. C.)—For tremendous size, perfection of form and habit of profuse blooming qualities and vigorous growth, I have seen no equal of this dahlia. It was the outstanding feature in the garden. The color is mars-orange shading to orange-buff with tints of coral-pink and coral-red according to Ridgeway's color chart; the general effect being between orange and apricot. This Dahlia sometimes forms a number of adventitious buds on the back of the flowers; so far, probably not more than twenty per cent have done this. These buds, reminding one of Brussels sprouts, do not affect the appearance of the front of the flower. They can easily be removed before the main flower is fully developed, and it seems to me are caused by the extraordinary vigor of the plant, seemingly to give an outlet to its unusual energy. This variety has never yet shown an open center even under the most unfavorable conditions. A monster. Height 5 feet.

The above is our last year's description and we want our friends to know that this wonder found its way to the top of the list in winning major honors in the show room. Derrill W. Hart thinks well of this Dahlia and expresses himself in describing this creation on the American Home Honor Roll in 1930 as follows: "This monster flower won as Largest and Most Perfect Bloom at Trenton and also as the Best Dahlia Originated Outside of New Jersey. Again, at Red Bank it won as Largest and Most Perfect Bloom in the Open-to-All Section. The color is a tawny orange flushed with gold and salmon, shading to pure gold at center. It is a very symmetrical flower and will be a consistent winner in the Specimen Bloom and Largest Bloom Classes." We think with his description and its record to date that it will be grown in every first-class garden where they like beauty and the monsters. It has both.

Root \$15.00. Plant \$7.50

RUDY VALLEE (Registered)—Semi-Cactus. In this variety we have one of the most beautiful Dahlias ever offered. When the flowers begin to open they show chrome yellow at center, with a graduation of grenadine red as the flower expands, finally becoming solid grenadine orange red when in full bloom. The flowers are pleasing to look upon, and instantly catch and hold the attention of all who see them.

Flowers, large to very large, full centered, and are held well above the clean-cut foliage on long, straight stem. Plant 5 to 6 feet high, with numerous strong laterals. Growth vigorous, which insures it against serious injury from insect attacks. A magnificent Dahlia that you cannot afford to be without. Winner of certificate at Storrs trial garden 1930, scoring 86 points.

Root \$15.00. Plants \$7.50

EAGLE ROCK FANTASY (I. Dec.)—We wish every Dahlia grower could see this wonderful Dahlia when in full bloom. It is a glorious Informal Decorative of monster size, imposing and beautiful in form and color. Huge broad florets tapering and tastefully notched at tips. We can honestly say that this Dahlia attracted more attention than any other Dahlia in our garden except our

new monster white "Margaret E. Broomall." Here is how Derrill W. Hart describes it on the American Home Honor Roll for 1930: "This Dahlia will achieve universal acceptance. It is another wonder origination of a Dahlia wizard, who must be working along very definite lines in breeding. Clear, mallow pink, of great size and depth. It is more like Mrs. Frances E. Bullard than any variety that we can name, but an improvement on that wonderful variety in both form and color. All pink and with larger flowers. Received a Certificate of Merit at Storrs, and we saw it growing there and in its home garden. Among the finest of the 1930 Dahlias." The habits of this variety are ideal, the best of stems that are long, straight and stiff with the monster bloom set just right to look one straight in the face, the foliage is medium dark green and seems to be immune from insect attack. It is different, it has size and then some, and is bound to be a consistent winner in the show room.

Root \$25.00. Plant \$12.50

CHARLES SMITH (I. Dec.)—This creation was originated in New England and we consider it worthy, and a pleasure for us to recommend it to our Dahlia friends. It attracted much attention in our Boston and Madison Square Garden displays. Its one fault is a short stem, but by disbudding this can be overcome. It is the color of this variety that appeals to Dahlia lovers, cream at base of petals, then blending into a rich pink at the tips. The average size of the bloom is about nine inches, but can be grown much larger by forcing and disbudding.

Root \$10.00. Plant \$5.00

YELLOW WONDER No. 3560 (I. Dec.) Mr. Broomall considers this variety his best yellow to date. He grew it larger than Aztec Glory and its habits are much better. A strong, rugged grower, branching habit with the very large bloom held erect on the best of stems. It is a deep rich yellow and will become one of the outstanding Dahlias in the show room is our belief.

Root \$15.00. Plant \$7.50

GOLDEN HARVEST (Hyb. Cae.)—A most striking variety, producing enormous blooms of a beautiful sulphur-yellow in color, with no shading. The blooms are held perfectly erect on the best of stems and by disbudding it is possible to grow blooms larger than Siskiyou. The plants are a mass of bloom from early to late in the season. I have never seen such large buds before the petals commence to unfold and reminds one of the enormous exhibition Chrysanthemums, as they open up, only much larger. A winner. Height 3 feet.

Root \$10.00. Plant \$5.00

ROSINA MEHAFFEY (Dec.)—We all admire the large ones and in this new variety we find our want fulfilled to the uttermost. We like good vigorous growers that are insect proof. We have it here. I do not know how large they can be grown if disbudded, but we cut many 9-10-inch off plants not disbudded or pruned, so judge for yourself. Color tyrian-pink. Fine strong stems holding the big bloom erect. Root \$10.00. Plant \$5.00

LAVINIA BROOMALL (American Cactus)
—Very large and unusual in form and color. I know of no other Dahlia that is so different even when grown among the very best new varieties. It attracts immediate attention, and will be a valuable addition to any first class collection, as there is nothing like it. A profuse bloomer, and the large blooms are held erect on good stems. Color light orange-yellow to capucine yellow, shaded coral-pink. No description can fully describe this new creation. To grow it will be a joy forever. Stock limited. Height, 3 feet.

Root \$10.00. Plant \$5.00

JUNE JUSTICE (Success) (Dec.)—This very unusual colored Dahlia has been the center of attraction in the garden and show-room; the strong growing plant is absolutely insect proof. It made good at the American Dahlia Society official trial garden at Storrs, Conn., in 1929, which proves that it measures up to the elite of the Dahlia world. Most dark-colored Dahlias seem to have a dullness to them, but it is just the opposite in this new creation; the trial garden report reads: "A mixture of Rhodamine purple and tyrian rose. No color like it in book. Very brilliant in color." Strong stems hold the very large bloom erect. Height 5 feet.

Root \$7.50. Plant \$3.50

BALLAY'S DAHLIA GARDENS LOS ALTOS, CALIFORNIA

To Our Patrons and Friends:

We are pleased to announce that we have been fortunate in securing Mr. Charles G. Reed of the Success Gardens, Lawrence, Massachusetts, to represent us in the Eastern market. Mr. Reed is one of the best known Dahlia growers on the Atlantic Seaboard. He has been growing our Dahlias and is therefore in position to speak of their merits when grown under Eastern conditions. All orders originating in the territory east of the Mississippi River should be sent direct to Mr. Chas. G. Reed, 171 Ferry St., Lawrence, Mass. Orders from the Pacific Coast and all territory west of the Mississippi should be sent to us as heretofore.

In being relieved of the responsibility of handling the Eastern trade we will have more time to devote to the creation of superior new varieties which we hope to offer you in the near future. In this connection, might add that we have some very fine ones to release this season.

Yours for more and better dahlias,

C. W. BALLAY.

EXCLUSIVE EASTERN INTRODUCERS OF C. W. BALLAY'S INTRODUCTIONS FOR 1931

ACHIEVEMENT (Hyb. Cac.)—Gold with bronze shadings. This year we beg to submit a good Dahlia that carries with it the most coveted honor. Winner of the 1930 American Home Achievement medal at the Palace Hotel for the best new introduction west of the Rocky Mountains, we have given it the name that will emphasize its position. It has been tried out in both East and West with equal success. In depth as well as diameter this Dahlia is one of the very largest grown, and the formation of the flower is most pleasing, the many petals being curled and twisted in

an artistic fashion. The good substance insures a wealth of perfect blooms under all weather conditions. Stems could not be improved upon either as to length or strength. "A super-Dahlia that should carry a higher price," we have been told, but we prefer to introduce it at as reasonable a figure as we consistently can Root \$15.00 Plant \$7.50

BING (Dec.)—Deep cherry red with a lighter reverse. A fine clean dark red, large and distinctive. Petals are of velvet-like texture, broad and slightly waved. Does not

fade. Stem is straight and strong. We think it is the prettiest and most satisfactory variety in this coloring. Good for all purposes.

Root \$5.00. Plant \$2.50

CAROLA (Dec.)—Amber-rose. A positive old rose with an amber tint throughout the flower. This is a very attractive coloring that many visitors admired. The plant is of medium height and is well covered with good flowers, early and late. Shape is quite formal, stem upright, general habit excellent. . . . **\$5.00**

CELESTE (Dec.)—Lilac pink overlaid with carmine. A very handsome large flower that is attractive especially because of its peculiar shadings of color. The well-branched plant produces deep, well-built blooms over a long period. There are no faults noticeable to take from the general usefulness of this valuable addition to Dahlias of this color range.

Root \$10.00. Plant \$5.00

DOLOROSA (Dec.)—Deep bluish lavender. The blue is just a little more pronounced than has appeared heretofore. Perhaps it is a step toward a real blue, if that much heralded specimen ever comes. At any rate, this is a very pleasing variety with big full flowers held upright on long, hard stems. The petals are somewhat pointed, the center is tight and holds well. Plant appears to have more flowers than leaves. **Root \$10.00. Plant \$5.00**

GABRIEL (Hyb. Cae.)—Carmine pink, or what might be termed "watermelon." This variety is an early and free bloomer, and the blooms are really spectacular. Very large and deep, they lead the garden in interest in the early season. As the season advances the stem is not always good, especially if the plant is allowed to become too bushy. All things considered, we can recommend it as a Dahlia that will bring the grower much pleasure and cause his friends to gasp and wonder. **Root \$10.00. Plant \$5.00**

KO-LANG (Dec.)—Bright copper and gold. This is a delightfully improved "Chang," brighter in color and with better formation. This blending of autumn colors is particularly fascinating. The flowers of immense size are held straight up on tall, robust stalks which produce freely the whole season. The slightly irregular formation of the flower would classify it as an informal decorative, which makes it all the more interesting.

Root \$10.00. Plant \$5.00

NAVARRE (Dec.)—Flaming orange. In this Dahlia there is color of intense brilliancy. It is as rich and bright as it would seem possible for a color to be. The bloom is only of medium size, but is nowise insignificant. Formation and stem are always good. We have found it very useful for cutting, and it was very popular with those who were looking for varieties for household decoration.

Root \$5.00. Plant \$2.50

POLOMA (Dec.)—Pale lavender shading deeper toward the edge of the petals. The delicate coloring is both pleasing and unusual. The compact flower is composed of regularly formed petalage which folds back well toward the stem, giving a ball-shaped effect, although it belongs truly to the decorative class. This solid formation makes a special appeal to certain Dahlia fans, and to

these we can say that this is a particularly good one of this type. Good stem and prolific bloomer **Root \$10.00. Plant \$5.00**

RAJAH (H; b. Cae.)—Golden orange with a gold reverse. Decidedly in the castus class, the nicely incurved petals being rolled their entire length. In addition, the centers and stems are always good, and there is no waste through imperfect flowers. Plant is of medium height and is very floriferous. If carefully disbudded the blooms can be grown to exhibition size. Excellent for cutting.

Root \$5.00. Plant \$2.50

RAPIDAN (Dec.)—Golden bronze. A huge symmetrical flower borne upright on an extra long, thick stem. A dozen perfect blooms can be cut from the plant at one time and little disbudding is required. These features combined with the lively coloring, which is exactly what the florists want, has already made Rapidan invaluable as a commercial variety. A leading San Francisco florist took every bloom we could supply and said there was no worry about them keeping fresh. It might be called a cut-and-come-again variety, as crop after crop of choice blooms succeeded each other through the whole season. Not spectacular but absolutely reliable and ornamental. 1930 Roll of Honor Dahlia.

Root \$15.00. Plant \$7.50

RED LION (Dec.)—Bright red. Another large Dahlia that serves the florists' purpose well. A vivid red is always desirable when it has all the good qualities which this Dahlia possesses. Quantities of first-class blooms loaded the bushes until the very end, which never fade or burn. Stems hold the flowers just right, whether desired for garden display or for the house. The bloom is oval shaped with broad, heavy petals continuing well to the small pointed center.

Root \$5.00. Plant \$2.50

ROYAL FLUSH (Dec.)—Brightest scarlet. A sensational variety both as to color and size. One bloom we measured was 11½ inches and there were larger ones. Considering that our Dahlias receive only ordinary field culture, such blooms demonstrate the possibilities of this flower. Furthermore, the brilliant coloring seems also to accentuate the size. The formation is full and deep and the stem strong and sufficiently long. Performance was fine all season. On the American Home Roll of Honor for 1930. We do not hesitate to boost Royal Flush .. **Root \$15.00. Plant \$7.50**

SIR FRANCIS DRAKE (Dec.)—Old gold without any perceptible shading. The color of this Dahlia is outstanding and the big gold flower immediately attracts attention wherever seen. The shape is quite regular, but not severely so, and the petals are very broad and full. The stem is the heaviest we have seen, but should be carefully disbudded. This variety is not an early bloomer, but makes up for lost time once it starts. Some competent Dahlia critics have considered this dahlia especially noteworthy.

Root \$10.00. Plant \$5.00

Note: Our stock is very limited on many of the Ballay new creations, therefore we advise ordering early so that we may secure stock ready for delivery when wanted.



We Present the Following Standard Varieties That Are Leaders in the Garden and Show Room

AMARANTHUS—Amaranth-pink, very large flowers, good stems. Height, 2½ feet.

Root \$2.00

AMBASSADOR (Semi-Cactus)—This beautiful Dahlia has always been a prize-winner. The color is a soft yellow center with salmon, amber and pink shadings, gradually deepening towards the tips and outer floral rays. Has won prizes for the largest in the show. Sold for \$50.00 per bulb when introduced.

Root \$1.00

ALBERT LACHMAN (I. Dec.) (Garrity)—A pure glistening deep yellow of great size with best of stems. A consistent prize winner on the Pacific coast and now released for the first time. The originator has grown flowers of this variety 10-12 inches and five inches deep Root \$15.00 net. Plant \$7.50

ALICE WHITTIER (S. C.)—Our own introduction that is considered the best yellow hybrid cactus ever introduced. Its record as an exhibition flower is known from coast to coast as it has won the highest award in many exhibitions throughout the entire country. Beautiful, vigorous Dahlia that pleases all. Awarded certificates at three different trial gardens with a high score of 90 points.

Root \$1.00

AMAZON (D.)—Bright coral-pink, deeper at the center, and with a suffusion of pale gold on the inner petals. Decidedly decorative in type but not formal. Visitors were greatly attracted by the beautiful coloring and the wealth of bloom. It is a fascinating cut flower and distinctive on the exhibition table Root \$1.50

ANN RUTLEDGE (I. Dec.)—A glowing cerise, shaded rose, with mallow-pink reverse; the splendid petal formation with just a half curl makes it a real aristocrat. The fact that it won the Achievement Medal at the first time of showing stamps it as a Dahlia of exceptional merit and worthy of the name of Abraham Lincoln's sweetheart.

Root \$3.00

AMERICAN TRIUMPH—Winner of the American Home Sweepstakes at New York, 1929, for the most outstanding New Seedling in the entire show. Undoubtedly the finest true Cactus Dahlia to date. Such an unusual coloring, the brightest shade of pure Oriental red without a trace of any other color. The large flowers are deep and with good substance, and are held erect above a strong, medium tall bush. It will not only make a most worthy addition to the Cactus class, in which there are so few good exhibition varieties, but an exceptionally good garden and cut flower, as there is no better keeping Dahlia in existence.

Root \$7.50. Plant \$3.50

ARTHUR W. GRAY (I. Dec.)—A flower that is new and of distinct individuality. Placed on the American Home Honor Roll. The color is rich, salmon-apricot, flushed orange and rose. The stems are rigid and long, holding the dark flowers facing you. The foliage is very thick and dark green, and does not have to be sprayed at any time. Good for exhibition.

Root \$10.00. Plant \$5.00

AZTEC GLORY (I. Dec.)—This immense picric or lemon-yellow is perhaps the most sensational yellow Dahlia of all time. In the show rooms it remains supreme not only in its color, but is always considered when the

award for the best bloom in the show is being selected by the judges and it often wins this high honor. The mammoth flowers are held erect on the best of stems. It is a real champion. Largest Dahlia Class winner Madison Square Garden, New York Show, 1929

Root \$3.00

BETTY BROWNE (Dec.)—Seedling of the beautiful pink Glory of Monmouth. Color is spinel-pink, and old rose blend, deep lemon-yellow at base of petals. Flowers full centered and of large size, averaging 10 inches and over in diameter, and 6 to 7 inches in depth. The large, well-built blooms are borne on stiff stems well above the foliage. Plant is of medium height, wide-spreading, and vigorous constitution. A good Dahlia in every respect

Root \$5.00

BARBARA WEAR (D.)—The fact that Barbara Wear won at the 1927 exhibition of the Dahlia Society of San Francisco held at the Palace Hotel, Achievement Medal for "the most worthy new Dahlia west of the Rocky Mountains never before exhibited" is in itself a strong recommendation. The color is extremely soft and pleasing, the beautiful flower being a pinkish lavender, shading at the outer ends of the petals to the softest creamiest effect imaginable. The stems are perfectly straight, very long and exceeding strong.

Root \$2.50

CHARLES G. REED (F. Dec.)—Purple-red. This is the color in plainest words. Exactly petunia-red is what an authority on dress materials called it—a lively shade not far from crimson. Was awarded First Prize for the best Dahlia of red coloring in the Palace Hotel Show. This variety is unusually large and is held upright on a perfect stem. Big, broad petals, a deep full center, and the great profusion of bloom have caused several of our visitors this year to exclaim that it was the most beautiful Dahlia they had ever seen. Bush is of rather low growth with the branching habit, which makes it ideal for all purposes. This Dahlia without doubt was one of the outstanding new varieties in 1930. It won many high honors in the hands of our customers. It also received a Certificate of Merit at Storrs under No. 214. A sure winner.

Root \$10.00. Plant \$5.00

CHANG (Dec.)—Burnished copper and gold—of Oriental blending and lustre which is unmistakably associated with the Far East. The reddish copper tone which is very prominent in the earlier flowers, is largely displaced by the gold coloring in the late season. The gorgeous bloom is very full with great depth and massive in size—"Chang" meaning "elephant" in the Siamese language. Grows on top of a long and extra strong stem on a rather tall bush which bears the great blooms freely. Small perfect center at all times. Thrives in a sunny climate.

Root \$3.50

CORINGA (I. Dec.)—Described as capucine yellow, shaded cornelian-red (Ridgeway), the rich coppery-orange color of this Dahlia attracted more attention in our Boston display than any other Dahlia. There is no other orange-colored Dahlia that can compare with this creation as the color is so vivid that it speaks for itself. Mr. Merrill W. Hart placed this beautiful Dahlia on the Roll of

Honor in 1928. If you are seeking something entirely different from any other Dahlia we highly recommend "Coringa" to you.

Root \$3.00

CONQUISTADOR (Semi-Cactus) — Soft creamy yellow, shading to a glowing pink at the base of the petals. The pink coloring is very pronounced and gives to the flower the appearance of being illuminated from within. This is a Dahlia built on a massive plant. The plant is extraordinarily tall and the flowers can be cut with 4-foot stems. The bloom is in proportion, being regular, rather coarse-petaled, broad and deep. Moreover, the texture of the flower is of the same vigorous quality, not being easily soiled by wind, sun or moisture. **Root \$7.50**

CHEMARS EUREKA (Dec.) — A very charming new white that has received much attention the past season. It is almost pure white with just a touch of lavender at the tips of the center petal. **Root \$7.50**

DR. JOHN H. CARMAN (F. Dec.) — A large, deep, broad-petaled Tyrian-rose flower, tipped petunia and silver, of largest size held erect on stiff, heavy stems. A large leaf variety which means insect resisting plant.

Root \$5.00

DOROTHY STONE (I. Dec.) — A most outstanding Dahlia in every way. It is a hugo decorative of a deep, pure pink. This is a distinct and splendid exhibition variety. Very full center. Petals are thick and evenly placed, profuse bloomer, deep green leathery foliage, medium to tall habit, stem straight upright and strong. **Root \$7.50 Plant \$3.50**

DERRILL W. HART (Dec.) — Considered by many growers to be one of Mr Broomall's greatest originations; anyway it was good enough to win many high honors in the keenest competition. Color, capucine-yellow, shading to grenadine-red, in cold weather almost a copper color. The large, well-formed blooms are held erect on long, stiff stems. Universally admired by all who saw it. **Root \$5.00**

DAPHNE (Hyb. Cac.) — Bright, true pink, sometimes having a touch of a slightly deeper shade at the center. The enormous shaggy flower is of the true hybrid cactus formation. The many blooms, with tight, perfect centers, are held on stout, straight stems high above the foliage. Its rare coloring and exquisite beauty has immediately made it a favorite. The Certificate of Merit, offered at the Palace Hotel Show, in place of the Gold Medal of previous years, for the best established three-year-old variety, was awarded to six matchless blooms of this delightful pink. **Root \$3.00**

DONNA CALIFORNIA (Dec.) — Deep rose pink suffused with lavender. The color is not new, but it is doubtless the largest Dahlia by far of that coloring. In fact, it is the largest Dahlia that we have ever grown in our gardens. 12-inch blooms having been produced without effort through a long period. The flower is not particularly heavy, considering its great size, as its even petal formation is loosely arranged rather than solid. The stems are very strong and very long. We again won the prize for the Best Established Three-year-old at the Palace Hotel, this time with six blooms of this giant Dahlia. A most wonderful Dahlia in the East in 1930. **Root \$10.00. Plant \$5.00**

DOMINICA (Dec.) — Pure white. So far it seems pure white Dahlias have not kept pace with those of other colors. This white deco-

rative is consistently good and keeps up well through the whole season. The centers are full to the end and its size is maintained. Besides, the many flowers produced are held on strong, straight stems, which makes it very useful for commercial purposes.

Root \$3.50

EAGLE ROCK GEM (S. C.) — Maize-yellow, shaded orient pink. This is certainly the finest shaped strong-stemmed Cactus Dahlia yet produced. Its form is much finer than Ambassador, and the color is very unusual and pleasing; the habit is good, the flowers always standing perfectly erect. Height, 3 feet **Root \$5.00**

EAGLE ROCK JEWEL (S. C.) — Cream overlaid cameo-pink (shell pink). I consider this the most beautiful color in any Dahlia I have seen. The large flowers are borne on strong stems. It is a vigorous grower and a free bloomer **Root \$5.00**

EAGLE ROCK BEAUTY (I. Rec.) — A more beautiful combination of pink and cream than displayed in this glorious creation would be difficult to imagine. It is in a class by itself, and unanimously admired by all who saw it. It is vigorous in growth, with good habit and strong stems holding the immense blooms erect, which are full to the center, and produced in abundance until frost **Root \$1.50**

EAGLE ROCK SUNSHINE (S. C.) — Rich yellow of a deeper shade than Sunny South. The flowers are large and held perfectly erect on good stems. Winner of many prizes for best in show **Root \$1.50**

EDWARD THOMAS BEDFORD (Dec.) — Surely there is no deep purple that can compare with it in size, for this one is a giant and the blooms are held perfectly erect on long, cane-like stems, and what a bloomer! Always covered with mammoth flowers. Please do not confuse this Dahlia with the old E. T. Bedford, this is a new one—and it's a wonder **Root \$7.50. Plant \$3.50**

ELITE GLORY (D.) — It is a monster flower of a brilliant rich red color with no shadings, held perfectly erect on stiff stems. Another of those beauties that the visitors rave about **Root \$2.00**

EVELYN MORRIS (Dec.) (Broomall) — Here again we have another new color in this very large decorative and when we say it is a right bright purple we do not give this Dahlia justice. Its tall growing habit with the immense blooms held erect on the finest stems attracts the visitors from a distance. It surely is different. Height 6 feet. **Root \$7.50**

EVA L. QUADLING (F. Dec.) — Immense full centered blooms of the finest quality. Color carmine and spectrum blended back same with pale mauve veining, center ox-blood red. Was the sensation at the Cumberland Hotel Show in Bridgeton, N. J. It was also in the First Prize Collection of 12 best decoratives at the Santa Monica, California and the Los Angeles, California shows. **Root \$3.00**

FAIR ELAINE (I. C.) — Delicate old rose. An extra good variety that closely resembles the American cactus type in formation. The "pink Ambassador" we called it before it was named, although the petals are considerably more incurved than those of the older variety. For true beauty it is hard to surpass and the quantity of good flowers produced is the greatest we have seen; not that

it is one of those varieties that require a lot of disbudding, for it is quite the opposite, but the numerous branches, both upper and lower, all produce good flowers until the very end of the season Root \$5.00

FORT WASHINGTON (F. D.)—Here is a Dahlia that can and has won many prizes of the largest in the show. Very seldom less than 10 inches without forcing. The larger flowers are held perfectly erect on long cane-stiff stems. Winner of many prizes in all classes for decoratives. Has size, refinement, a free bloomer, and the color is a most charming deep maroon Root \$3.00

FITZJAMES (Dec.)—Clear amber. The tall bushes are productive of many large blooms of a color that seems to promote harmony in whatever location it is placed. We have noticed that a bouquet that otherwise seemed quite ordinary was considerably improved by the addition of a couple of blooms of Fitz-James. The formation of the flower is just regular enough to be pleasing, and the stem is good until late in the season. Root \$3.50

FABIOLA (Dec.)—Pure unshaded lavender. This is a large and good Dahlia in the most pleasing shade of lavender we have seen. In November the color was still unchanged and the full, broad-petaled flowers would still have been suitable for exhibition. The first blooms are rather short-stemmed and should be disbudded accordingly in order to bring the next crop well out of the bushes. A Dahlia that will appeal to those who judge a variety by its late blooms. Root \$3.50

FLORADORA (Dec.)—Bright apricot. We believe this is a seedling of our well-known prize-winner "Jove," although its habits are considerably different and the flower even larger. The rich coloring makes a special appeal and the formation is interesting in that the petals are unusually long and slightly recurved. It is a loosely formed flower rather than a heavy one, and its depth is sufficient to balance its substantial diameter. Free blooming and of medium height Root \$5.00

FORT MONMOUTH (Hyb. Cac.)—One of the giants of the Dahlia world. The color is a rich crimson maroon (some say it is a rich claret), with a brightness unusual in the darker tones, and just a faint tinge of bluish violet at the tips of petals. The flowers have long, narrow petals, are well formed, full centered, of true hybrid cactus type, and of enormous size, attaining to a diameter of full 13 inches, and are borne on long, stiff stems high above the foliage, and look you right in the face. Winning many prizes for best in show Root \$5.00. Plant \$2.50

FIRE CHIEF (Dec.)—This is the best scarlet Dahlia that we have seen, and our opinion is shared by many of the better growers who have visited our gardens. Certificates by the A. D. S. and the Dahlia Society of New Jersey at their trial gardens. Flowering habit profuse. Flowers average 8 inches without disbudding. Stiff stems. Root \$3.00

GOLDEN DREAM (F. Dec.)—Another of our originations. High score A. D. S. trial garden, 1926. Certificated by the Dahlia Society of New Jersey, also winning first prize everywhere it has been exhibited. Color Storrtorian yellow and a golden sheen or lustre, reverse Brazil red. Long stiff stems. It surely is a Golden Dream Root \$3.00

GOODNIGHT (I. Dec.)—We have grown many fine dark colored Dahlias, but we find in this variety a monster in size and the rich color of ox-blood red shaded maroon, is the greatest attraction in the garden and in the show-room. One of the outstanding Dahlias at the National Flower Show at Atlantic City, winning first prize for first basket. A sure winner .. Root \$7.50. Plant \$3.50

GAIETY (F. Dec.)—Pale true pink. A Dahlia somewhat on the style of Jersey's Beauty but of a different color. It is not much larger than the older Dahlia but has the same good stems and similar formation. This variety is free blooming and is very useful and beautiful for interior purposes. Root \$2.50

GRACE RECORDS—A decided outstanding novelty. This decorative would have probably won over Kathleen Norris had it not been for storm injury when exhibited at the Camden Show, as it was a very close second and so different from anything else in form and color. Flowers are large with full, high centres, tipped and suffused lavender on a white ground, petals numerous and decidedly cleft, giving the flower an artistic formation. Bush a tall, open and strong grower Root \$7.50

GRACE CURLING (I., Dec.)—We wish every Dahlia grower could see this wonderful Dahlia in bloom. It is a glorious decorative of very large size, imposing and beautiful in form and color. The latter is white at base, then changing to lilac pink and rose. Huge broad florets, bluntly tapering and tastefully notched at tips. It requires no disbudding or trimming to have equally as large blooms at the end of the season as when they first bloom. Perfect stems, and they are long, bearing the big blooms well above the foliage. We know of no Dahlia that is more charming than this imported beauty Root \$3.50

GROVER WHALEN—Quoting from the 1929 "Roll of Honor" of The American Home—"One of the outstanding Dahlias at the New York show where it won first prize for 'Best basket of 25 blooms, one variety'" and got into the movie-tone with the attractive daughter of New York's Police Commissioner doing the talking. It is a fine autumn color of rich orange with tints of bronze, particularly attractive both in the garden where the plants are laden with bloom, also under artificial light. Especially fine for cutting on account of its good keeping qualities. Flowers at beginning of season attain exhibition size, but this variety, we predict, will become one of the most popular of cut flowers. Foliage dark green and leathery, stems upright and straight." Root \$5.00

IDA PERKINS (F. Dec.)—Beautiful white heavy blossom with cream colored centre, excellent long stems. A very strong grower; blooms spread about eight inches with incurved petals. Bushes about five feet high. Winner of the Garden and Home Builder Sweepstakes at Boston, 1927 Roots \$2.50

JANE COWL—This magnificent decorative was without doubt the outstanding Dahlia that has been produced in the East since Jersey Beauty. It would be impossible to list its winnings, as we are continually hearing of where it won for the best in the show. Mr. Merrill W. Hart in his Roll of Honor report in the American Home is as follows:

"Jane Cowl was the outstanding Dahlia in every show room. It would be impossible to

enumerate the prizes won by this grand flower. Next to Jersey's Beauty we believe that Jane Cowl has the best record of any other variety introduced. It ranks with the immortals of the Dahlia world." The plants are always covered with immense blooms, held perfectly erect on long, stiff stems, and seem to be insect-proof. Color a glistening bronzy buff and old gold, blending to a deeper shade toward the centre of the flower, reverse of petals a pale flesh color, giving the flower as a whole a warm glow. We have a fine stock of this wonderful Dahlia.

Root \$2.00

JACK O'LANTERN (I. Dec.)—Scored 87 at the trial garden of the Dahlia Society of New Jersey. Color, scarlet with reverse pieric yellow, finished flower is scarlet centre with crown of empire yellow. Fine stems, profuse bloomer. Stock limited **Root \$1.00**

JUNE JUSTICE (Success) (F. Dec.)—This very unusual colored Dahlia has been the center of attraction in the garden and show-room; the strong growing plant is absolutely insect proof. It made good at the American Dahlia Society official trial garden at Storrs, Conn., in 1929, which proves that it measures up to the elite of the Dahlia world. It is quite difficult to win a certificate, but "June" was one of the outstanding Dahlias throughout the season and received a certificate. Most dark colored Dahlias seem to have a dullness to them, but it is just the opposite in this new creation; the trial garden report reads: "A mixture of Rhodamine purple and tyrian rose. No color like it in book. Very brilliant in color." Strong stems hold the very large blooms erect. Height 5 feet .. **Root \$7.50. Plant \$3.50**

KEMP'S VIOLET WONDER—The best violet colored Dahlia to date. The predominating color of this great Dahlia is a rich naphthaline violet, with an underlying tone of royal purple, with bluish lavender reverse. Flowers are as nearly perfect in form as possible; of true decorative type, and of massive proportions, attaining to a diameter of 10 inches and over, and to a depth of 6 to 7 inches, and are borne on stiff stems 10 to 14 inches above the foliage.

Root \$5.00. Plant \$2.50

KATHLEEN NORRIS (Dec.)—The Wonder Dahlia of the Century. A huge flower of clear pink, borne upright on rigid, long stems. Experts say it is the best pink Dahlia in commerce. A winner everywhere in "Court of Honor Class" for largest and best. It has outclassed all other Dahlias of a similar color in all leading shows for past two years. We have a large stock of this wonder Dahlia **Root \$10.00. Plant \$5.00**

KENTUCKY (Dec.)—Once every so often a truly great Dahlia appears on the market, a super Dahlia that thrives in any soil or climate. A variety that holds well when cut, a new variety that produces a good crop of tubers that will keep. Jersey's Beauty is such a Dahlia. It has held its own with the best introductions from east to west. It does well everywhere. We now have this same Jersey's Beauty, with a new color, in the variety Kentucky. A sport, with all the good qualities of Jersey's Beauty, in a wonderful new shade of color, unlike any other variety we have seen. A brilliant light salmon-orange, shading to orange yellow at base of petals and deepening to grenadine pink on outer petals. This great Dahlia has been tested for four years, and its color has never varied a single time. The originator rated

the parent of this new Dahlia the best in cultivation, but says we have a better one in the variety Kentucky **Root \$5.00**

LEMONADE—Yellow Dahlias are becoming very plentiful, but this one attracted a great deal of attention in the field and on the exhibition table on account of its size and beauty. Clear lemon yellow, stiff upright stems, good habit of growth and an excellent keeper when cut **Root \$2.00**

LA RODA (D.)—This beautiful Dahlia has improved with age and has been placed on the Roll of Honor by Mr. Derrill Hart. The very large silvery rose-pink, well-formed flowers are held erect on very long, stiff stems and the plants are just covered with blooms all the season. The original price of this Dahlia was \$50.00 per tuber and was worth every cent, but we are now offering it within the reach of all growers.

Root \$5.00

LILLIAN MILLER (Dec.) (Broomall)—A large decorative of fine exhibition form. In color an unusual shade of pomegranate-purple that adds to its beauty. This Dahlia will make a worthwhile addition to any collection where something different is desired. Height 3 feet. A New Jersey grower writes: "12-inch flowers were grown on this variety last season." **Root \$5.00**

LORD LAMBOURNE (Stredwick) (I. Dec.)—The originator claims this to be their largest introduction and describes it as follows: "One of our greatest successes as raisers to date, and we can hardly exaggerate in describing it. The blooms are of tremendous size, and it has a pleasing form, whilst the stems are strong and the blossoms are easily held erect. The color has been described as sunset harmony of pink and gold but the old gold and bronzy tints predominate.

Plants only \$5.00

LOLETA (Dec.) (Broomall)—Another of those very large finely formed flowers of a shade of mallow-pink that appeals to the visitors **Root \$5.00**

LAVINIA BROOMALL (American Cactus)—Very large and unusual in form and color. I know of no other Dahlia that is so different even when grown among the very best new varieties. It attracts immediate attention and will be a valuable addition to any first class collection, as there is nothing like it. A profuse bloomer and the large blooms are held erect on good stems. Color light orange-yellow to capucine yellow, shaded coral-pink. No description can fully describe this new creation. To grow it will be a joy forever. Stock limited. Height, 3 feet.

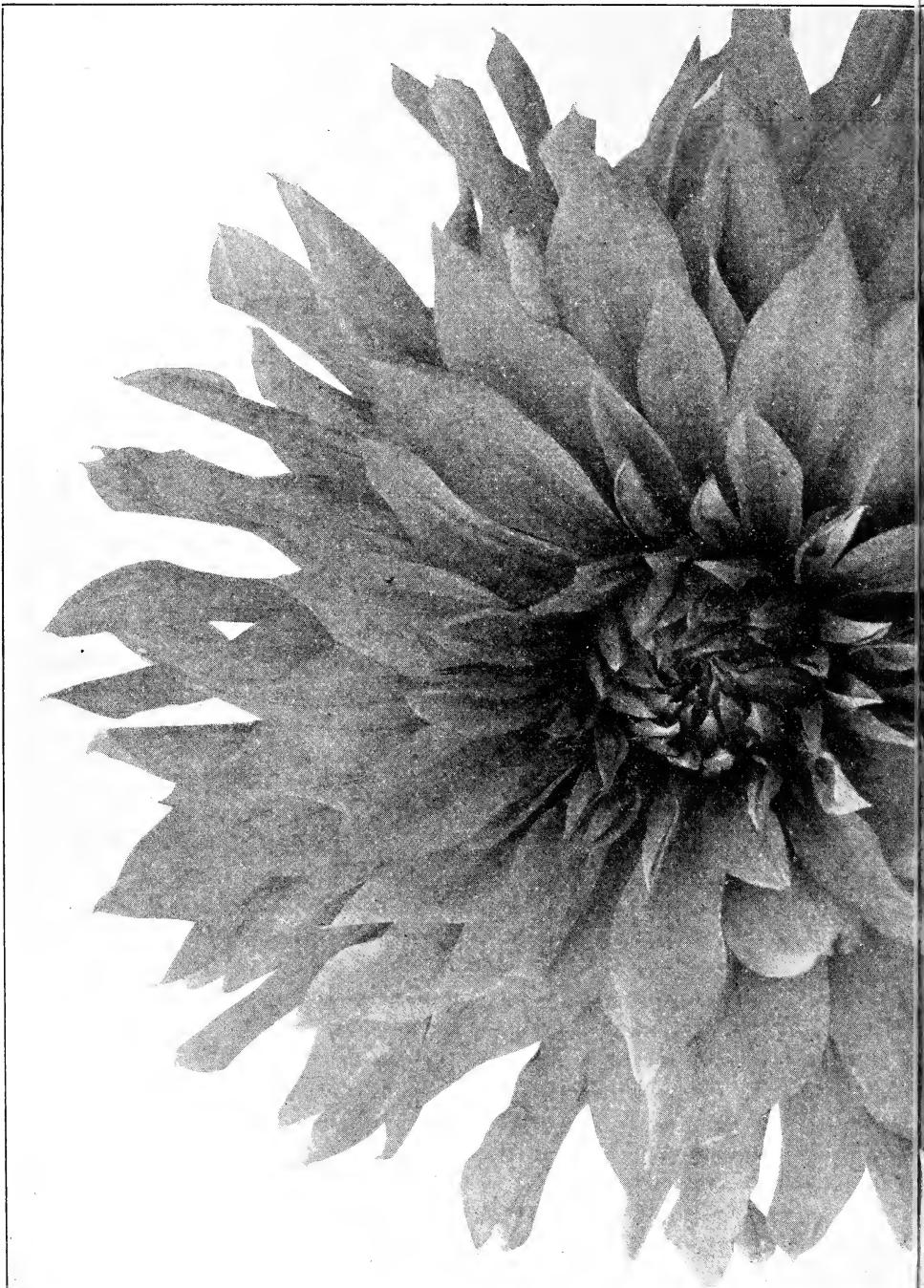
Root \$10.00. Plant \$5.00

LA GOLONDRINA (I. Dec.)—Silvery white shaded phlox purple, the general effect being a light lavender, very large flowers of distinct and pleasing shape, held well above the foliage on good stems. Height 4 feet.

Root \$2.00

MADAME LA ROSE (Dec.)—Rose-red. Not so different from the red of the Hadley rose with perhaps a suggestion of cerise. It is certainly a delightful Dahlia because of the color, and the shape which is perfect in every way is oval and full. However, the branches grow laterally, and while this habit does not interfere with its use for cut flower purposes, some people do not like this tendency in a garden variety. Personally we think this is one of our most charming Dahlias and believe most of you will agree.

Root \$5.00





EAGLE ROCK WONDER.

(See page 5)

Another Broonall origination that was a wonder wherever shown last season. A customer writes after cleaning up two shows for Largest and Most Perfect Bloom at two New Jersey shows: "E. R. Wonder something to be proud of; we have four or five perfect blooms to a plant. That is a Dahlia that is going to clean up the shows next year." It did not wait until next year, it started on its way last fall. If you want a sure, tried winner, here it is. Outstanding Dahlia on 1930 American Home Honor Roll. No retouching on above photograph. This bloom about 11 inches in diameter.

MAIDEN'S BLUSH (I. Dee.) (Broomall)—This immense decorative, aside from being one of the largest to command it, is a model for shape and habit of growth, and, above all, its remarkable and distinct color, a very light rose pink or blush. Mr. Broomall refers to it as "one of the most beautiful flowers I ever saw and more like an immense Orchid than a Dahlia." If this Dahlia has any fault it is perhaps a little soft for cutting, says the originator, but he said the same thing about "Aztec Glory," but it is an ideal cut flower in the East. Height 5 feet. Stock very limited .. Root \$7.50; Plant \$3.50

MARIAN BROOMALL (S. Cae.)—This may be considered somewhat of an old timer by those who grow the more modern Dahlia, but it has and is winning the highest honors competing with the very latest creations. It won the prize for the best Dahlia in the show at San Francisco in 1931 and has won many such prizes since its introduction. We are listing it again, as we consider it an outstanding creation, worthy a place in any modern collection. It is a two-toned flower of dark lavender pink and white. Largo blooms held erect on strong stems above a vigorous growing bush. Root \$2.50

MONMOUTH CHAMPION (D.)—Winner of a special award at Elizabeth, N. J., and as best undisseminated seedling at Red Bank, N. J., where it defeated some of the top notchers. This great Dahlia compares favorably with Fort Monmouth, Violet Wonder, Jane Cowl, Kathleen Norris, and other top notchers of recent introduction. It instantly found favor with all who saw it in our gardens and the show rooms by its great size, and brilliant orange flame color that fairly glistens from its own color. It is the only Dahlia we know in its color. A beautiful Dahlia in the garden and show room and a free producer of large, perfect blooms, on perfect stems throughout the season. Plant is a strong, vigorous grower, wide spreading with long slender side shoots, each producing a fine exhibition bloom from 10 to 12 inches in diameter that can be cut with stems 2 to 3 feet long Root \$10.00. Plant \$5.00

MOTHER MACHREE (Dec.)—Cream or ivory white with a touch of pink at the center. "Something entirely new," a well-known authority on Dahlias said. The color is surely very much out of the ordinary and the great big deep flowers on tall stalks are outstanding in the Dahlia patch. We have watched this variety carefully for four years. There were no faults apparent except that this season it would occasionally throw an open centered flower, due we think to the unusually cool weather. We are mentioning this fact, as it is our policy, as we say to our visitors, to tell "the bad along with the good." Root \$7.50

MAYFAIR (Dec.)—Deep old rose with a slight violet suffusion. A big, bold flower, deep and full, and of a very charming color. Long, strong stems that are good early in the season, but will droop slightly as the season advances. Plant is of sturdy growth and is always in bloom. This is a variety that attracts a lot of attention and is very handsome, whether growing or cut. Root \$5.00

MAGIC (S. Cae.)—Wine red. This variety is in a class by itself. It is nothing like the maroon hybrids but has a dull silk-like appearance that has not been seen before in

Dahlias. The formation is full with well incurved petals and the beauty of the flower is enhanced by a touch of very dark red at the center. Flowers are very large for a good portion of the season and remain closed late into the fall. Stems are good. Plants are of rather low growth and produce well Root \$7.50

MRS. WM. A. EVANS (Dec.)—Very large bright yellow that attracts those who like sturdy plants with very dark green foliage, the kind that makes good in any garden. You will like this one and it's new. Root \$1.50

MRS EMILE H. KITSON (I. Dec.) (Success)—One of the most attractive Dahlias in our garden as it is always covered with large blooms held erect on the very best of stems. The attractive color combination appeals to our visitors, the inner petals are of Grenadine pink while the outer petals are pale orange yellow. This origination was awarded a Certificate of Merit at the A. D. S. trial garden at Storrs, Conn., in 1929. It has also won the prize for the best Dahlia in show in strong competition Root \$5.00

MRS. SHIRLEY SHAW (I. Dec.)—Ox blood red shaded maroon, this magnificent flower sometimes has a tendency to come with crooked stems, but notwithstanding this fact was more universally admired than any Dahlia in our gardens. The wonderful dark rich color and immense size capture everyone. This Dahlia must be seen to be appreciated as it is impossible to describe the beautiful rich blendings from almost black to nearly a scarlet on each petal. It also found its place among the elite of the Dahlia world on the Roll of Honor for 1928. It is a real joy to grow a Dahlia like "Mrs. Shirley Shaw." Root \$5.00. Plant \$2.50

MISS HILDA BROOK (Dec.) (Success)—As a seedling this has been one of our most popular Dahlias in our garden on account of its attractive and unusual color combination. Color a rich golden-buff with each and every petal tipped with the purest white. This variety has never failed to come true, every petal tipped white. It is a large bloom variety held erect on good stems. Root \$3.50

MILDRED BROOKS HOOVER (Hyb. Dec.) (Broomall)—(Named by request for sister-in-law of President Herbert Hoover). The originator considers this one of the best Dahlias in his gardens as the color, Spinel-red, is so different. A most distinct and refined flower of large size and splendid form. A Dahlia that should be in every first-class collection. Height 4 feet. Root \$7.50. Plant \$3.50

MY MARYLAND—This extremely hybrid cactus is of a decidedly unique coloring, a blending of unusually delicate pink with the faintest suggestion of lavender, the pointed petals whorl and twist in such a manner as to blend the two colors. There are pinks and there are lavenders, but this flower is in a color class of its own. Excellent stems and leathery foliage. Awarded the Maryland Dahlia Society's gold medal for the best undisseminated seedling exhibited at the exhibition of the New Jersey Dahlia Society in Atlantic City, hence its name. Also awarded the Garden and Home Builder's Achievement medal. First prize at A. D. S. show in New York for best undisseminated hybrid cactus. Certificate of Merit A. D. S., at Storrs. Root \$5.00

NEW GLORY (S. Cae.)—This new creation won several prizes on the Pacific Coast in keen competition in 1930. It is large, standing on a long, stiff stem, vigorous bushes, very free bloomer. A light ox-blood red with tips of petals blazed with white. The petals have a charming quilled effect near points. **Root \$3.00**

NOVA (Dec.)—Bright old rose of the true old-fashioned shade. There is little variation of color throughout the flower and the tone does not change at different seasons. One could hardly imagine a more fascinating color than the lively richness of this old rose. Large, perfectly formed flowers on the strongest upright stems are produced in profusion from early season until frost kills them down. The formation of this entrancing Dahlia is quite regular with the broad, heavy petals slightly fluted and folding back well against the stem. It is an excellent cut flower, lasting well, and gracing any occasion. We recommend this variety as an outstanding introduction **Root \$7.50**

NEDRA (Dec.)—Lavender pink. Some Dahlias are at their best in mid-season, others improve when the shorter days produce slower growth. This Dahlia is at its best in normal weather and can be counted on at show time; in the late fall the centers open. The shade of color is clear and true. The blossom is large and oval shaped with broad, heavy petals continuing well to the small pointed center. Stems are strong and grow straight out of the bushes. An excellent variety and good for every purpose. **Root \$7.50**

NORDIC (S. Cae.)—Light copper with a light rose reverse and slightly suffused with rose. The blooms of this variety are of enormous size, which is especially noticeable because of the long, narrow, incurved petal formation, giving the impression of a wonderful American cactus, from which class it is not far removed. The plant is a tall, robust grower, holding the flowers straight upon long leafless stems. During the four years it has been on trial we have been able to discover no faults. One of the very best. **Root \$3.50**

PATRICIA JEAN (Dec.)—This Dahlia always excites attention in the garden or show room. The flowers can be grown 10 inches and over, without disbudding and the stems are 24-30 inches from the first leaf bract and the flowers are carried erect on the stiff, canelike stems. The color at a distance seems to be perfectly white, but on closer examination shows a straight gray line in the center of the petal. Patricia Jean won the A. D. S. medal at Seattle and the sweepstakes in the one, two and three-year-old seedlings at San Leandro, California, in 1929. **Root \$10.00. Plant \$5.00**

PHYLLIS SHAW (F. Dec.)—A monstrous flower of apricot orange with reverse of petals jasper red covered with a golden sheen. The blooms are gigantic in size and of great depth. This is a seedling from Elite Glory and has much the same habits in growth, the foliage is very dark green and leathery and is insect proof. Plant is very robust growing, and blooms very freely with good full centers all season. The stems are long and stiff, and hold the blooms well out of the foliage **Root \$7.50. Plant \$3.50**

ROSE-ELLEN VARBLE (H. C.) (Broomall)—Beautiful is the one word that de-

scribes this Dahlia and we consider it one of our very best introductions. In color it is an entirely new shade of exquisite old rose and coral-pink and was greatly admired by all who saw it. The foliage grows close up to the flower, but by disbudding the habit is such that it can be grown with long, straight stems. Height 5 feet. Stock limited.

Root \$7.50

ROSINA MEHAFFEY (Dec.)—We all admire the large ones and in this new variety we find our want fulfilled to the uttermost. We like good vigorous growers that are insect proof. We have it here. I do not know how large they can be grown if disbudded, but we cut many 9-10-inch off plants not disbudded or pruned, so judge for yourself. Color tyrian-pink. Fine strong stems holding the big blooms erect.

Root \$10.00. Plant \$5.00

SULTANA (Dec.)—Bright scarlet shading to a gold center, the brightest, most pleasing color imaginable, of velvet-like texture, reverse of petals also gold. Here is another Dahlia of enormous size, which continues until quite late, but it was at the height of the season that this variety made its special appeal. It is one of those that calls to you from across the field, and there are still many people whose favorite color in Dahlias is red. This is one that is hard to beat in its class and has every good quality.

Root \$7.50. Plant \$3.50

SALEM PRIDE—Very large flower of most attractive color combination, front of petals rhodamine-purple streaked with white and most clear white at tips, hidden center transparent yellow-green. Flowering habit prolific. This is a good one, it's different.

Root \$5.00

SISKIYOU (S. Cae.)—Siskiyou grows to enormous size and has created a sensation wherever it is grown. Plants are very strong and vigorous. Blooms are held erect on strong stems. Color is pink, tinged mauve.

Root \$1.00

THE WORLD (Dec.)—This wonderful new Dahlia was selected at the A. D. S. Show in New York by Mr. J. D. Sullivan of the New York World. The coloring is an unusually rich, deep rosy magenta overlaid garnet with silver shadings on edges of petals. A rich and beautiful combination of colors. Perfect, full centers. Stems are strong and erect. Foliage leathery and repellent to insect injury. This greatly admired Dahlia is sure to please you. Stock of tubers limited **Root \$5.00**

THOS. HAY—A giant in very truth, of clear lilac color throughout, flowers deep, full and massive, with broad florets bluntly pointed. The stems carry the huge flowers with ease, and the plants flower with surprising freedom. This variety is almost identical in every way (except for its lilac color) to the now famous "Berenegaria." One of the best Dahlias in our garden **Root \$2.00**

THOMAS A. EDISON—This gorgeous new royal purple exhibition decorative, selected and named by permission of the famous electrical wizard, met with his complete approval when viewed at his West Orange estate. The staghorn petal formation, the dark green insect-resisting foliage, the cane stiff stems, and its thrifty growing habit leave nothing to be desired. **Root \$10.00. Plant \$5.00**

VALESKA (Dec.)—Deep lilac. There is no variation in color unless perhaps the lilac shade slightly deepens at the center. We would like to give a more vivid color picture if we could, but are completely at a loss to do so, and can only say we know of no other Dahlia like it. The immense blooms have a deep rose-like formation with petals slightly curled and with a bewitchingly pointed center. This stem is first-class, and the growth of the plant luxuriant in the production of fine blooms. Valeska was included in our collection of unregistered seedlings at the Palace Hotel show .. Root \$3.50

VOGUE (Dec.)—Bright salmon, or peach, as some cut flower customers insisted on calling it. This fine medium-sized Dahlia is primarily a cut flower variety. It keeps a week or longer when cut and is of a color that seems especially adapted to that purpose. Best of stems, freedom in blooming, but not very large. A plant in the garden itself looks like a bouquet. Root \$2.50

WALDHEIM SUNSHINE—This giant yet graceful Dahlia is one of the best. A true deep yellow that will show up yellow under artificial light. The reflex is darker, and there is a rich golden suffusion around the beautiful full, high center. The bush growth is good, stems are strong and erect. It is a sturdy grower and free bloomer. The centers were perfectly full when killed by frost.

Root \$5.00

WILLIAM H. HOGAN (Dec.)—Winner first prize New York 1927. This is one of those Dahlias that must be seen to be appreciated. Color, garnet-red with white tips running down the center of the petals. Perfect stems. Mr. Derrill W. Hart says: "William H. Hogan, this heavily textured

flower, carried out the prediction that we made for it last year, namely: that it was the best of the fancy varieties shown in 1927." It is without doubt the best fancy Dahlia on the market to date. The habits of the plant are perfect, the very large blooms are carried on very long, stiff stems. It's a winner Root \$3.00

WATCHUNG WONDER (Dec.)—This spectacular decorative created a sensation in New York and Newark 1928 shows, and was the most popular, and by far the best red Dahlia exhibited at any of the eastern shows 1929. The color of this sensational variety is a rich, royal red with a touch of gold in the center of the flower; with now and then a tiny petaloid of gold to enhance its beauty. The flower is of enormous size, both in width and depth, and is held above the foliage on a stiff, cane-like stem. Plant is a healthy, sturdy grower, with thick, tough foliage, the kind that defy insects. A good tuber maker from propagated plants Root \$10.00

YANKEE KING—The blooms of this decorative are very large and held erect on excellent stems. The plant is a vigorous grower, and its color is of deep autumn tints with a little rose on the reverse of petals. It has been awarded a certificate of merit and feel it will please those who may grow it.

Root \$3.00

"YORK & LANCASTER" (Dec.)—An exceptionally fine exhibition or cut flower. The blooms are very large, a fine exhibition or cut flower. The blooms are of fine form, held erect on three foot stiff stems. It has splendid keeping qualities when cut. There is nothing to compare with the beauty, color, a bright crimson, each petal tipped pure white. A good tuber producer Root \$5.00

MARGARET E. BROOMALL

World's Largest Dahlia

In an announcement in our last year's catalogue we told the Dahlia world what a wonderful creation this unbeatable Dahlia was, but we put it so strong that many growers just smiled and thought we were over-enthused, but something happened this past season at Atlantic City National Show that shocked the Dahlia world when this variety not only won the American Home Achievement Medal and the \$100.00 cash prize, but won the \$10.00 cash prize for the largest bloom, and all this happened competing against the best growers in the East. We shipped these blooms about 600 miles to this show. This variety also had the place of honor on the American Home Honor Roll by virtue of being the outstanding new origination of the year. This variety was featured in every New York newspaper at the time of American Dahlia Society exhibition at Madison Square Garden and was the most outstanding Dahlia at the show. In Boston just one bloom created a sensation. It was the largest bloom ever grown at Storrs, where it received a Certificate of Merit, and Prof. Patch reports it was the outstanding Dahlia there in 1930 and there were 309 new varieties grown there that season. This variety was grown in Plot No. 2, where there was no irrigation. Here is a Dahlia that can be grown up around 18-20 inches and the long, stiff stem will hold it erect facing. We have grown it over 16 inches with no disbudding, and it requires very little if any disbudding to get monster blooms. It truly is the Dahlia of all time. Sorry, but this Dahlia will not be released until 1932, so please do not write asking for it this season as our decision is final. It is not for sale at any price this season.

EVOLUTION OF THE DAHLIA

By J. J. BROOMALL

(Chapter Fourteen)

ROOTS, BULBS, OR TUBERS, WHICH?

I am going to call attention to a subject which appears to me to be of importance to Dahlia growers; I believe things should be called by their right names and everything possible should be done to avoid misunderstanding in the minds of amateurs and the public in general.

I refer to the practice of many amateurs and a number of professional growers as well in referring to the part of the Dahlia which we plant as "Bulbs." I object to this practice for two reasons—First, it leads to confusion in the minds of some amateurs who, thinking they are "Bulbs," get the idea in their heads that they should be planted in the fall at the time hardy bulbs are planted, hence the spectacle of a customer coming to a Dahlia Farm in November to get his Dahlia "Bulbs." Now that is the proper time or even later to plant Tulips, Hyacinths, Narcissus, etc., but to plant Dahlias at that time would, in many parts of the country, mean the loss of the tubers.

The second reason I object to calling them "Bulbs" is that they are not bulbs; "there ain't no such animal" as a Dahlia Bulb; the Dictionary says a Bulb is constructed in layers like an onion, for instance, and the Dahlia never does it that way.

Nor can I approve of the habit of some old-fashioned people who allude to Dahlia Tubers as Potatoes or Toes, for they certainly lack the multiplicity of eyes of the one or nails of the other.

I know that very learned Plantsmen and Botanists claim that the Dahlia roots are not Tubers, to be strictly correct they are just "Roots" or underground branches of the plant, while a real tuber such as the potato for instance, is not borne directly on the

base of the plant. Now, technically speaking, these learned gentlemen may be right when they say Dahlia Tubers are just "Roots," but unless we have some way of making a distinction between that part of the roots that have been created for preserving the germ of life from one season to the next, and the fibrous roots which feed the plant how is anyone going to know which we refer to if we call both of them "Roots"?

Webster defines Tuber as "a fleshy rounded stem or root usually containing starchy matter." It seems to me that this is a very good description of a Dahlia Tuber, and I shall continue to call them tubers so that readers will know that I am not referring to the feeding fibrous roots, and when I say roots I do not refer to the tubers.

I shall continue to use the term Tuber not for the sake of being contrary but in order to avoid possible confusion and misunderstanding.

It seems to me it would often be awkward and inconvenient to have to explain when Roots were mentioned whether I meant the Tubers or the Fibrous Roots.

So I trust my hair-splitting friend will pardon me if for the sake of clarity of meaning I continue to say Tubers, which, according to Webster, they appear to be.

Roots feed the plant, draw the nourishment from Mother Earth, Tubes do not do this only to a very limited extent and for a limited period. They were created as storehouses of sap to preserve the germ of life from one season to the next. Tubers do not function as roots at all, and could not thrive if there were no Roots to feed and sustain it as well as the whole plant above.





Estelle Fineberg holding a 15-inch bloom of our monster new white Dahlia,
"Margaret E. Broomall." (See page 16.)

CLASSIFICATION OF THE DAHLIA

By J. J. BROOMALL.

The recent classification of the Dahlia by a committee of the A. D. S. does not seem to me to have solved the question very satisfactorily. In fact, I can not see that very much progress has been made.

In the classifying of the Cactus Dahlia, for instance, we are supposed to say "Semi-Cactus" instead of "Hybrid Cactus." Now, which is more correct? Hybrid means "A mixture of two species, a mongrel." Semi-means half; I cannot see how it can be correct to call a Dahlia half cactus when it is possible that it might be seven-eighths or fifteen sixteenths cactus in form or in lineage. In the first place apparently very few growers know why Dahlia Juarezii was called "Cactus Dahlia." According to what I have read on the subject it was so named because the flowers resembled the blooms of a certain Cereus in color, and not on account of the shape of the flower. Now I have seen a number of Cereus in bloom, as well as many other kinds of Cactus in large collections, including the 7½-acre cactus garden on the Huntington estate at San Marino, California, and I have never seen a blossom on any cactus at all similar in shape to the so-called Cactus Dahlia of today.

I have grown Juarezii for more than thirty years, and know that its petals are never narrow nor long and pointed like many of its descendants, but are comparatively short and only slightly pointed.

My wife was showing a teacher of gardening in a Los Angeles school through the garden a few years ago and I happened to hear him say that "Golden West" was a "Hybrid Cactus." I showed him a bloom of Juarezii and asked him what it was. He replied, "A Hybrid Cactus." And he a teacher in our schools. According to the rules of the American Dahlia Society now in force poor old Juarezii could hardly qualify as a "Semi-Cactus." Oh Me! Oh My!

After crossing of the species followed by thirty or forty years of crossing and re-crossing of varieties the majority of the Cactus Dahlias we now have are certainly mongrels in the full meaning of the term, but it seems a shame to call them such, for flowers that are of such transcendent beauty, of unparalleled variety of form and coloring are deserving of a different fate. Instead of the present ridiculous, erroneous, and wholly inadequate system of classifying I would suggest something like the following plan to give at least a partial idea of the different shapes of the Dahlia.

Select the most perfect type of the Cactus Dahlia, to be known as Type "A"; the next most desirable as Type "B" and so on until we reach the shape nearest in form to the Decoratives which we will say may be known as Type J. Let the Society publish a chart showing the various types thus desig-

nated, which need not be so very costly and could be sold at a price that every grower could afford to pay; the same system to be applied perhaps in lesser number of types to the Decoratives and other classes; then in offering a new introduction the grower could describe it as being similar in shape to type A or B or that the form was intermediate in shape between two of the types on the chart so that the reader would have a fairly good idea of the shape of the new variety. In making up premium lists prizes might be offered for the best flower in the first five types on the chart, another for the second five types, etc.

Similar rules to be followed more or less in the other classes. It seems to me that some such plan could be adopted that would be far more adequate and satisfactory than the system now in use.

I feel this article would be incomplete without saying something about that nondescript class generally known as "Peony Dahlias." I invested some of my good money in the first set of "Peony Dahlias" sent out from Holland soon after they were introduced, with the idea that I was going to see a wonderful new kind of Dahlia. When they bloomed and I found that I had bought a lot of semi-double Decoratives I certainly was disgusted; the only one in the lot that had any merit whatever was the white "Queen Wilhelmina" and that has long since been superseded by hundreds of better whites.

Why they were called "Peony Dahlias" has always been a mystery to me, for I have never seen one that looked anything like any Peony I have seen. Generally speaking, I was never much in favor of "Peony Dahlias," but occasionally we see a semi-double decorative of such rare beauty and gracefulness that they deserve a place in the garden, and I think the term "Art Dahlias" is much more appropriate than "Peony Dahlias."

In the matter of Show, Ball, and Colossal Dahlias I must say that I have never seen a Show Dahlia that was the shape of a "Ball" and I do not think a Dahlia should be classed Colossal unless it is at least six or seven inches in diameter; anything called Colossal is supposed to be very large. The word colossal has originated from the "Colossus of Rhodes," and that celebrity was so large that he could stand astride of a ship, and it was not a toy ship either, so if we must have Colossal Dahlias, for goodness sake give us some large enough to deserve the name.

And now, fellow members, I would be pleased to learn your opinion of the above suggestions, and if you have a better plan to offer I surely will be glad to hear it; please bear in mind I have written this for the good of the Dahlia.

DEAR FRIENDS

At this time of year it seems that all Dahlia growers, both the amateur and commercial, are thinking and wondering what they are going to have in their gardens this season, and we are doing a little thinking along the same line. Many catalogues are coming in, and we take great enjoyment in looking them through. A great many lovers of the Dahlia seem to think that all the better Dahlias cost more than they wish to spend, and some have called it a "millionaire's hobby," but such is not true, as we find many amateur growers are winning high honors with medium price Dahlias. It is just the same in the Dahlia industry as in other lines of business. It depends on supply and demand, and prices are made accordingly. I know originators who release many of their new varieties before they have sufficient stock to meet the demand, and they realize this before they market their new variety, so they put a higher price on that variety than they would if they had a very large stock. You can see that it would not be reasonable or good business for a grower who has selected one or two outstanding seedlings out of a thousand, grown them until they had a fair stock then put them on the market at the same price as many old varieties that are grown in most every garden. I know of no commercial grower who has ever made enough money to retire on, or pay more than a fair profit for his trouble, if growing Dahlias can be called trouble; with us it is more of a "hobby," and "hobbies" are for pleasure, and that is just about all many commercial growers have been getting the past few seasons.

I read an article in a recent California Dahlia Bulletin, and it amused me where it referred to the "commercial growers making a lot of money selling Dahlia stock." The writer knew very little about what the commercial grower and his many problems, such as the cost of catalogues, mailing, expense of growing and harvesting, loss of stock in storage, bad accounts, advertising, etc. It is quite easy to think the other fellow is getting rich, but when one gets into the business himself he soon finds out that it takes more than growing fine Dahlias to be a successful commercial grower. It has taken years to build up a successful business in any

line, and the Dahlia industry is no different. It is easy to buy most anything if we have the money, but it's quite a different story when we want to find a customer to purchase something we have to sell. It is well to consider that when purchasing stock that you want something different in your garden than your neighbor. We are all after something that will attract visitors. We must not forget that the judges in the show room are ever alert, seeking the best in the classes, so if one expects to win that coveted prize he must not only have the best Dahlias in his garden, but he must give his plants every attention to maturity. The mere fact of buying a \$25.00 tuber does not mean that he is sure of winning that prize, but if he makes a wise purchase and gives the growing his best attention, he will be in the thick of the keenest competition with an excellent chance of winning. We might add that many of our best customers who are buying our highest priced varieties are amateurs. It takes the best to win, but much depends on the growing, and as mentioned above, quite often an older variety well grown will win over one of the latest varieties poorly grown. Many growers purchase good stock, plant it and then sit down and wait until about show time, then realize that his garden is a failure. Give your Dahlias your best efforts, and if you need assistance your friend is the reliable commercial grower who is ever ready to assist you in growing better Dahlias. Your success is his success. We have no better friends than the commercial growers, and although we are keen competitors we cherish their friendship.

In closing we urge purchasing your Dahlia stock from a good reliable commercial grower. Not all, but many, belong to the National Association of Commercial Dahlia Growers, Inc. Their motto is a "Square Deal." This is a new organization that gives to both purchaser and seller every protection possible. If we can be of any service to you in the growing of better Dahlias please do not hesitate in asking our assistance. We wish you every success, and may this year be your best.

CHARLES G. REED.



Remember we are members of the National Association of Commercial Dahlia Growers, Inc., which guarantees a "SQUARE DEAL" to the customers of its members.

Member American Dahlia Society, Inc.; Dahlia Society of New Jersey; Dahlia Society of New England; Dahlia Society of San Francisco; Dahlia Society of California; Massachusetts Horticultural Society; Dahlia Society Southern California.

Reference: Merchants Trust Co., Lawrence, Mass., or any reliable Dahlia grower in the world.

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Your Name.....

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HOW MANY ROOTS	HOW MANY PLANTS	NAME OF DAHLIA	PRICE



J. J. Broomall, the Dahlia wizard, and dean of all originators, explaining to "Miss Universe" (Miss Dorothy Dell Goff) America's most beautiful young lady, how he develops the world's largest and most beautiful Dahlias in his home garden.

JOIN THE AMERICAN DAHLIA SOCIETY, INC.

Wm. J. Rathgeber, Sec'y.,
198 Norton Street, New Haven, Conn.

I extend to you a most cordial invitation to join this live organization that has done so much in making the Dahlia the most talked of flower in the flower world today. There are four fine Bulletins issued each year devoted almost exclusively to the Dahlia and they are brimful of interesting articles written by the amateur and commercial grower. They tell you all about the new Dahlias, the trial garden report, how to grow Dahlias, reports of the Dahlia shows, etc.

I am sure that the secretary will be pleased to send you a sample copy of the Bulletin on request. Don't wait, send in your \$2.00 today which pays for your dues and subscription for the Bulletin for one year.

CHARLES G. REED, Vice-President.

AMERICAN DAHLIA SOCIETY OFFICIAL TRIAL GARDEN

Storrs, Conn.

Hundreds of our customers are growing seedlings and of course many think they have better seedlings or as good as some of the high priced Dahlias and perhaps they have. BUT to be sure they should send them to this garden and this is one way to find out. It will cost you just a \$2.00 bill for each variety that you send, but you may send three roots or plants of each variety with no extra charge; this insures the sender that at least one plant should be at its best at judging time. The clumps made from your varieties will be returned to you in the fall after digging if you wish, but you must pay the return express charges which amounts to very little. Why not send at least one variety this year and more if possible and what a fine investment if you produce a winner. Remember Jane Cowl, Elite Glory, Jersey Beauty, Alice Whittier and hundreds of other great Dahlias received their start at the trial garden at Storrs. Just drop a line to Prof. Roland H. Patch, Storrs, Conn., and he will gladly send you full instructions when to ship, etc. We expect to have a glorious garden to greet the visitors next season. Help us make it so. Please.

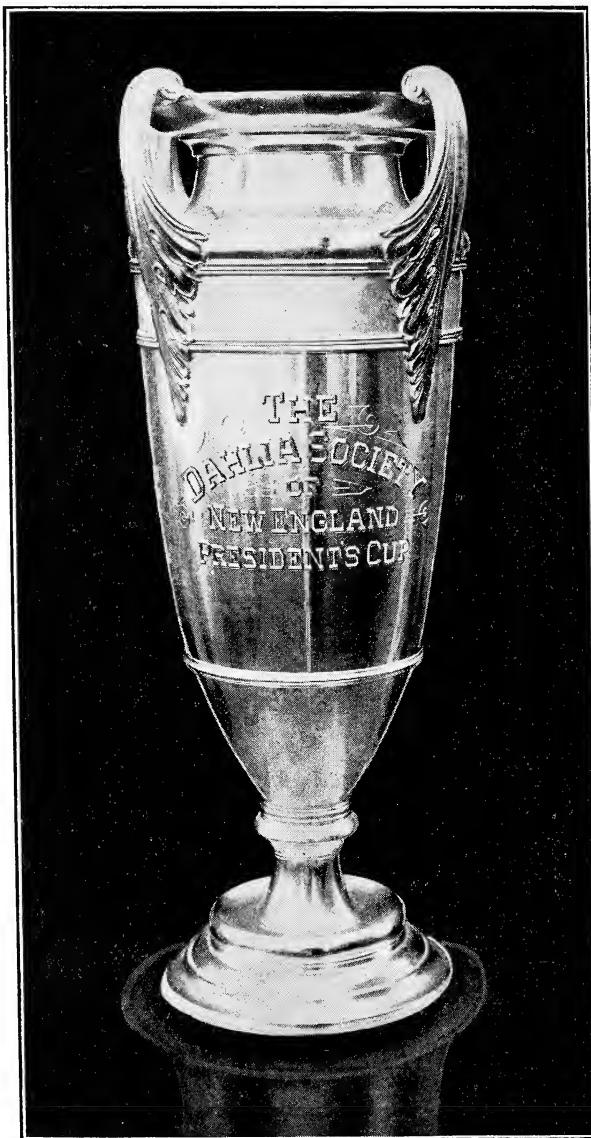
CHARLES G. REED, Chairman,
Trial Garden Committee.

NATIONAL ASSOCIATION OF COMMERCIAL DAHLIA GROWERS, INC.

Every reputable commercial dealer or grower should join this live association. Purchasers of Dahlia stock are assured of a "Square Deal" if they purchase stock from a member. For full particulars drop a line to Mr. Thomas Leavitt, Sec'y., Assinippi, Mass.

CHARLES G. REED, President.

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ORIGINATIONS. MAY WE HELP YOU WIN ANOTHER? WE
HAVE DONE IT FOR OTHERS, WE CAN DO IT FOR YOU.**